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Date — Event

October 4, 2005 – What's My Story? Statewide Campaign Launch
October 12, 2005 – MSL Commission in Darby
October 22, 2005 – Trustee Workshop, Billings
October 23-24, 2005 – ASLD & MLA PLD Fall Re- treat, Chico Hot Springs
November 5, 2005 – Trust- ee Workshop in Missoula
December 14, 2005 – MSL Commission Meeting in Helena

For more details:

<http://msl.mt.gov/calendar.html>

Montana Libraries' Statewide Marketing Campaign

I am pleased to share with you the new Montana libraries' statewide marketing campaign, which is called, "What's Your Story? Find it at the library!" A committee of librarians from communities big and small, east and west, and representing all types of libraries worked to develop this extensive marketing and public relations effort. I would like to encourage all libraries to utilize the campaign materials to promote your library and services to your communities! A small selection of some of the many tools and resources available are included in this edition of Big Sky Libraries as a sneak peek.

The "What's Your Story?" campaign will be a multi-year effort, and will target different segments of Montana's population each year with a new wide range of marketing tools and resources. The multi-year campaign will be united by a single logo, which will provide the campaign an identity that, over time, Montanans will come to recognize. Because Montana is home to a quickly growing senior citizen population, and because Montana librarians have reported an increase in use by seniors, the marketing committee elected to spend the first year of the campaign targeting Montana's senior citizens.

All of the many tools and resources available to you target Montana's seniors. The campaign is upbeat and positive, and tries to address Montana's seniors many interests and concerns -- from connecting with grandkids to health issues. We have worked with one of our partners, AARP, to determine the issues that Montana seniors face, and have tried to develop programming, collection management suggestions, and other tools to help you address these concerns. But the campaign is also just plain fun - the posters, ads, and TV spots all work to remind Montana's seniors of the many

things they can do at their local Montana library -- from learning how to navigate email to gathering resources to build a canoe!

Montana librarians are busy people. Often, we are the library director, cataloger, circulation department, and adult and children's services librarian all rolled into one person. The "What's Your Story?" campaign takes our hectic work schedules into account, and makes it easy for us to promote our excellent

services, and to remind our communities that we are one of their most valuable assets. The many public relations tools and resources, from programming ideas to artwork, are all available to your library to download and use. Just visit <http://msl.mt.gov/whatsyourstory/wys.htm>. And like all library resources, all of the materials on the Web site are free for you to use!

There will also be a new public Web site for Montana seniors, that will include lists of resources for them on everything from assisted living to picking out the next mystery to read. I encourage you to provide a link on your library's Web site to this exciting new resource for Montana's seniors. The new Web site will be located at <http://www.whatsyourstory.ws>.

The librarian Web site will constantly be updated with new tools and resources for you to use, so plan on visiting the site often. And please tell us your story! We're anxious to hear how libraries are utilizing the many marketing tools and resources, and to hear what they like best. If you have suggestions, comments, or questions, please do not hesitate to contact me or Sara Groves, Marketing and Communications Coordinator, here at the State Library.



Darlene Staffeldt.

**What's your
STORY?**
Find it at the library



www.whatsyourstory.ws

Edit and adapt these opinion columns for your local newspaper. Include the name, address, telephone number and credentials of the person submitting (library director, president of library board, trustee, school/campus administrator, community activist, etc.).

Drink from Your Local Fountain of Youth - Your Library!

There's no question about it: Americans prize youth. In fact, we spent a whopping \$45.5 billion on anti-aging products and services last year, according to a report from the Connecticut-based research firm Business Communications Company, Inc. And, the U.S. market for anti-aging products and services is growing at an average annual growth rate of nearly 10 percent.

The greatest fountain of youth, however, can't be purchased in pill or cream form. The greatest fountain of youth is free and available in almost every Montana community - it's your library.

Current research indicates that the best way to ward off aging and age-related disease is to keep your mind active by being a lifelong learner. And where better to do that than at your local library? Montana libraries can help you discover everything you want to know about everything you want to know.

Luckily, the ability to learn lasts a lifetime. You don't have to be under the age of 25 to gain new knowledge, tools, and skills. In fact, a visit to your local library will introduce you to a dizzying array of ways to keep learning, to make new friends, or to share your own knowledge with others. Your local library is your best partner in learning and in living a long and fulfilling life.

How to get started? It's simple, really. Your first step in becoming a lifelong learner is a visit to your local library. Get actively involved in the learning process.

☛ Let curiosity be your guide. Make a list of things you wish you knew more about and start investigating

them. Your local library offers a wide range of resources, from subscription-only databases to books and DVDs, to help you discover all kinds of things.

- ☛ "Grow" your knowledge. Attend workshops and take classes on things that interest you. Your local library offers special programming and classes, such as how to master the Internet or how to use e-mail, which will present new challenges and open up many new doors.
- ☛ Go online. Explore the vast amount of reliable health resources from universities, federal agencies like the National Institutes of Health, and professional groups, like the American Heart Association. Your librarian can help you navigate the Internet, and also show you resources that are only available at your local library.
- ☛ Pursue a passion. Do something that moves and motivates you, and adds meaning and purpose to your life. If you like to read, start a book club at your local library. If you like to use computers, offer to teach a seniors-only computer class at your local library.
- ☛ Share yourself. Offer your services to people who need them. Your local library is always looking for volunteers to assist with everything from working the circulation desk to repairing and mending books.
- ☛ Share your expertise. If you're good with numbers, volunteer at your library to help with tax preparation or give a class on managing financial affairs. If you love to travel, share your experiences and travel tips during a seminar at your local library.

The opportunities are endless for exploration and learning at your local library. Where else can you learn how to use the Internet, find the latest trips offered by Elderhostel, and come together with your community to share information and learn from one another? Forget about creams and pills. There's one place in town that will help keep you young forever! Come drink from your local fountain of youth -- your library!

How to Direct an Interview

Staying in control of an interview can help you get your message out -- and save you from future headaches. Skilled spokespeople can take any question thrown at them, answer it, and bring it back to their original message--all within a few sentences. Below are some tips for directing interviews.

Ask Questions Before Accepting to Do an Interview. Be sure you know the angle the journalist is coming from and who else is being interviewed.

Take Time to Prepare. Even the most skilled media spokespeople will take a few minutes to prepare. If the reporter is on deadline, ask to call him or her back in five

minutes. That should be enough time to give you a chance to focus on your key messages.

Never Answer Questions You Don't Understand. If they ask you a question that's vague or needs clarification, ask. Interviews aren't one-way streets.

Be Sure You Understand The Question. Don't ever answer a question you don't thoroughly understand. Even if you're live, on air, ask a reporter to repeat the question or rephrase it. Restate it yourself, buying time to compose an answer, but be especially sure you understand just what you're being asked. You may even clear up the reporter's confusion or misstatement.

Continued Page 3: How to Direct an Interview

What is a Media Advisory?

A media advisory alerts the media, in a concise manner, to upcoming events and developments pertinent to your library and community. Think of it as an invitation and answer only the important questions: Who, What, When, Where, and Why.

Key elements of a media advisory

- It should be brief and to the point.
- It should contain a headline detailing the most important information.
- It should include the five Ws mentioned above.
- It should include contact information for reporters to get more information for their pieces and the contact information you would like to be published if this is for a listing.

- It should include a boilerplate, which is basically a brief description of your library, located at the end of the advisory. If there is little room left for this, you can shrink the type size for this paragraph.

The format of a media advisory

At the top left side of the page, write MEDIA ADVISORY.

Underneath MEDIA ADVISORY, include the date of your event; for example, "For Sept. 19, 2004."

At the top right side of the page, include your contact information.

At the bottom of the page, type ### indicating the end of the advisory.

Be sure to print out the advisory on your library letterhead.

MEDIA ADVISORY

For September 8, 2005

FOR IMMEDIATE RELEASE CONTACT: Sara Groves
September 7, 2005 (406) 444-5357

WHEN: Thursday, September 8, 2005
8:15 a.m. - 8:30 a.m.

WHERE: Lewis & Clark Library
120 S. Last Chance Gulch
Helena, MT 59601

WHO: Brian Schweitzer, Governor of Montana
Darlene Staffeldt, Montana State Librarian
Judy Hart, Lewis & Clark Library Director

WHAT: September is National Library Card Sign-up Month! To celebrate, Governor Brian Schweitzer will get a library card at his new local library -- the Lewis & Clark Library in Helena. He will also debut a new poster that

encourages Montanans to get a library card for free access to everything from books to computers to movies to music.

WHY: September is National Library Card Sign-up Month -- a time when libraries across the country remind parents and schoolchildren that a library card is the most important school supply of all. The observance was launched in 1987 to meet the challenge of then Secretary of Education William J. Bennett who said: "Let's have a national campaign...every child should obtain a library card -- and use it." Since then, thousands of public and school libraries join each fall in a national effort to ensure every child does just that. This is the first time the Governor of Montana has participated in the statewide campaign to encourage Montanans to obtain a library card.

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Sections of this were excerpted from the American Library Association's "A Communications Handbook for Libraries," published in Summer of 2004. To see "A Communications Handbook for Libraries" in full, please visit: http://www.ala.org/ala/pio/availablepiomat/online_comm_handbook.pdf.

How to Direct an Interview - continued from page 2

Think Before You Answer. You can always buy yourself time by saying, "That's a good question." You can also pause before you begin your answer to get your thoughts in order.

Avoid One-Word Answers. "Yes" and "No" won't help you get your point across. Take the opportunity to expand, or bring the conversation back to your main message.

Flag Important Statements. By saying "The most important thing here is..." or "The real issue here is ..." you not only get the reporter's attention, you get the audience's attention too. These are also good transitional phrases when you want to redirect the interviewers question to your key message.

Don't Repeat the Reporter's Bad Phrasing. For example, if a reporter says, "but isn't it true that libraries are no longer necessary because of the Internet," don't respond using that bad opinion by saying, "no, it isn't true that libraries are no longer necessary." Instead, turn it around to something positive: "Librarians are your ultimate search engine" and so forth.

Beware of Leading Questions. Some reporters try to influence interviews by saying "Would you say" or "isn't it true." Avoid following into the trap of agreeing with them. If you don't agree, or if it's not true, be sure to say, "No. Actually, the truth is..."

Continued Page 6: How to Direct an Interview

cinnamon rolls

croissants

whole grain bread

wedding cakes

I got cookin' at the library.



Find it at the library



ARP Montana
The power to make it better.

Handling Legislators

Know Your Legislator

The more you know about a legislator or official, the more effective you can be in communicating the library message and ensuring a successful outcome from your advocacy efforts.

Some legislators are more important than others because they control more votes, sit on important committees, are members of the governing body's power structure/leadership, or are considered experts in a particular area. When deciding which legislators to approach, always ask yourself who can make or break this piece of legislation.

Policymakers who hold appointments on key committees should be targeted first. After all, if your bill

doesn't make it out of committee, it will never be voted on. Committees that often consider issues that affect libraries include:

- ☛ Ways and Means
- ☛ Education
- ☛ Judicial
- ☛ Appropriations
- ☛ Urban Affairs
- ☛ Commerce

In Montana, we are fortunate that our senators and representative, and especially our state legislators, are fairly accessible. Make an effort to get to know their voting record and where they stand on library-related issues. Being well-informed helps to formulate a successful approach to lobbying your legislator. For detailed information on your legislator, check out <http://www.vote-smart.org>.

Portions of this article were excerpted from the American Library Association's publication "Library Advocate's Handbook," published in Summer of 2000. For more information or to see the "Library Advocate's Handbook" in full, please visit: <http://www.ala.org/ala/advocacybucket/libraryadvocateshandbook.pdf>.

Tips for Effective Letters

Legislators want to hear from their constituents and to be perceived as responsive. A well-written letter lets them know you care and can provide valuable facts and feedback that help the official take a well-reasoned stand. **Use the correct form** of address (see Forms of Address).

Identify yourself. If you are writing as a member of your library's board of trustees, as a school librarian, officer of the Friends, or college administrator, say so.

State why you are coming forward. Let your elected officials know you believe all types of libraries are central to our democracy and that you are counting on them to make sure that all libraries -- public, school and academic- have adequate funds and resources.

Be specific. Cite a bill number or other identifying information. Give examples. If budget cuts have forced your library to cut book and journal budgets, or students are graduating without necessary information literacy skills, say so.

Write from the heart. Avoid clichés. Form letters that look like they're a part of an organized pressure campaign don't have as much impact as a personal letter.

Focus on the people who depend on library services. Include real-life stories or examples of how the library makes a difference in the lives of constituents. Use the "What's Your Story?" campaign to collect stories from your patrons that demonstrate the value of your library in your community.

Be brief. A one-page letter is easier to read -- and more likely to be read.

Be sure to include your name, mailing address, and telephone number in the letter, not just on the envelope. If the letter gets separated from the envelope, the legislator may not be able to respond.

Compound your letter's impact by sending copies to city councilors and members of Congress and other officials. Be sure to send a copy to your library's advocacy coordinator and to the ALA's Washington Office if appropriate. Also let them know of any response you receive.

Be strategic. Know the budget cycles for various governing bodies. Send letters early to maximize their impact. ALA and many state associations will issue action alerts on timely issues.

Excerpted from the American Library Association's publication "Library Advocate's Handbook," published in Summer of 2000. For more information or to see the "Library Advocate's Handbook" in full, please visit: <http://www.ala.org/ala/advocacybucket/libraryadvocateshandbook.pdf>.

How to Direct an Interview - continued from page 3

Stay "On Message." If an interview starts on the wrong topic, be sure to bring it back to what you're really there to discuss. You can do that by "bridging," such as, "well, that's an interesting question, but what we really need to address is..."

Hook Your Interviewer. By saying "There are three important points here..." the interviewer (and the audience) is automatically waiting for those three points. It grabs the interviewer's attention, and they can't cut you off before you

finish the three points without annoying their audience.

Build a Bridge. This is a technique that lets you "build a bridge" from a reporter's agenda to your own. For example: "That's an important question, Fred, but what's critical for people to know about library literacy is..." These and several other techniques can help you keep control of the interview, make sure you get your points across, and speak directly to the television audience. Your conversation must always be geared to the viewer -- not the reporter.

Senior Programming Ideas:

Tell Me a Story: Grandparents' Workshop on Reading to Children

Program Description:

We live in a highly technical society; it is important to be sure the simple pleasure of generations bonding through books is preserved. This program encourages the process.

Topics:

- ✧ Basic training in storytelling and story reading.
- ✧ Easy fingerplays for grandparents to use with their grandchildren.
- ✧ Guidelines for choosing age-appropriate materials with recommendations of suitable books from the collection.

Speakers:

- ✧ Children's librarian.
- ✧ Family learning center specialist.

Basics:

- ✧ Length - 1 ½ hours.
- ✧ Circle seating.
- ✧ Preparation time - 1 hour.

Learn More About It:

- ✧ Best Books for Children: Preschool through Grade 6. 6th ed. New Providence, NJ: Bowker, 1998.
- ✧ Cooper, Kay. Too Many Rabbits and Other Fingerplays about Animals, Nature, Weather, and the Universe. New York: Scholastic, 1995.
- ✧ Freeman, Judy. Books Kids Will Sit Still For. New York: Bowker, 1990.

Make It Special:

- ✧ Include a tour of the children's department.
- ✧ Make sure participants know when storytime programs are held at your library.
- ✧ Chose an audience member in advance to participate in the reading of a story.
- ✧ Prepare and distribute an annotated bibliography of books from the collection.
- ✧ Compile and distribute a small booklet of copyright-free fingerplays and piggyback songs.

Market It:

Churches, day care centers, senior centers, apartment complexes.

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Digging Up Roots - Genealogy

Program Description:

During transitions in people's lives, they often start asking themselves who they are and where they came from. Finding family origins is a start in determining your genetic base. Finding your roots also may help to find long-lost kin. This program helps start participants on their way.

Topics:

- ✧ Where to begin research.
- ✧ What to look for and questions to ask.
- ✧ Identifying good leads and when to follow them.
- ✧ How to organize and document the resources.

Speakers:

- ✧ Member of the local historical society or museum, which can be located at the Montana Historical Society Web site at: <http://www.his.mt.gov>.
- ✧ A local genealogist.

Basics:

- ✧ This program should be a continuing series of two to three sessions of 1 to 1 ½ hours each.
- ✧ Classroom-style seating.

- ✧ Preparation time - 2 hours. Add one hour if you "Make It Special."

Learn More About it:

- ✧ Allen, Desmond Walls. First Steps in Genealogy: A Beginner's Guide to Researching Your Family History. White Hall, VA: Betterway Books, 1998.
- ✧ Ancestry.Com (www.ancestry.com/) provides links to Social Security death index and census records.
- ✧ Croom, Emily Anne. Unpuzzling Your Past: A Basic Guide to Genealogy. White Hall, VA: Betterway Books, 1995.
- ✧ Genealogy Gateway (www.gengateway.com) is a good place for persons beginning to dig as well as those who are entrenched.

Make It Special:

Offer to start persons on their way by looking up a few family names at one of the previously mentioned websites. Then show them how to look them up themselves at another session.

Market It:

Distribute flyers to senior centers, churches, and funeral homes.

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"What's Your Story?" Campaign Key Messages

Montana libraries are community centers and centers of the community. We are where people meet - whether it's for a book discussion group or to share a cup of coffee or to hear a speaker or to register to vote. Montana's libraries are where Montanans come together.

Montana libraries foster learning at every stage of life. From pre-school story hour to estate planning, Montana's libraries have the resources to help you learn where ever you are in life.

Montana libraries are high-tech and high-touch. Computer databases, Internet access, even

computer classes - Montana's libraries have it all. And, we have the librarian to help you sort through it.

Senior Citizen Campaign

Montana libraries are a fountain of youth. Research indicates that keeping your mind active is one of the best ways to live a long and healthy life. At your Montana library, you can exercise your mind and meet with friends to discuss the latest news, check out the most popular bestseller, learn how to surf the Net, or even volunteer your time.

Thank You!

To our generous sponsors:



And to our committee: Heidi Sue Adams, Colet Bartow, Nancy Brennan, Cindy Christin, Bob Cooper, Sabastian Derry, Laurel Egan, Renee Goss, Jamie Harmon, Cherie Hesel, James Kammerer, Lisa Jackson Mecklenberg, Bruce Newell, Brent Roberts, and Darlene Staffeldt.



1515 East Sixth Avenue
PO Box 201800
Helena MT 59620-1800
Address Service Requested

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State Librarian's Office:
Darlene Staffeldt, State Librarian
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Statewide Technology Librarians
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Donald Allen, Chair
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Caroline Bitz
Cindy Carrywater
Ron Moody
Bruce Morton
Linda McCulloch, Superintendent of Public Instruction
Cheri Bergeron, Alternate for Sup't. of Public Instruction
Address: 1515 East Sixth Avenue - PO Box 201800
Helena MT 59620-1800
Phone: 406-444-3115 - Fax: 406-444-0266
Toll Free in Montana: 800-338-5087 - TDD: 406-444-3005
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